

WHAT IS CLAIMED IS:

1. A system for synchronizing at least one distributively presented multimedia object, the system comprising:
 - 5 a processing element capable of sending audio to a mobile terminal over an audio channel, wherein the audio comprises at least one coded tone, the at least one coded tone being representative of at least one multimedia object, and wherein the processing element is capable of sending the audio such that, when the audio comprises at least one coded tone, the mobile terminal is capable of decoding the at least one coded tone to thereby identify the at least one multimedia object represented by the at least one coded tone, and thereafter being driven to present the identified at least one multimedia object.
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2. A system according to Claim 1, wherein the processing element is capable of sending audio to the mobile terminal during an exchange of audio communication between the processing element and the mobile terminal over the audio channel.
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3. A system according to Claim 2, wherein the processing element is further capable of presenting at least one multimedia object system as audio communication is exchanged with the mobile terminal, and wherein the processing element is capable of sending to the mobile terminal at least one coded tone representative of the at least one multimedia object presented at the processing element.
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4. A system according to Claim 3, wherein the processing element is capable of sending the at least one coded tone representative of the at least one multimedia object presented by the processing element in response to presenting the at least one multimedia object.
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5. A system according to Claim 1, wherein the processing element is capable of sending the audio to the mobile terminal such that, when the audio comprises at least one coded tone, the mobile terminal is capable of retrieving, from memory, the identified at least one multimedia object before presenting the identified at least one multimedia object.
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6. A system according to Claim 5, wherein the processing element is capable of sending at least one multimedia object to the mobile terminal over a data channel before sending audio to the mobile terminal over the audio channel, the received at least 5 one multimedia object including the identified at least one multimedia object.

7. A terminal comprising:
a controller capable of receiving audio over an audio channel, wherein the audio comprises at least one coded tone, the at least one coded tone being representative of at 10 least one multimedia object, wherein the controller is capable of communicating with a synchronization agent such that, when the audio comprises at least one coded tone, the synchronization agent is capable of decoding the at least one coded tone to thereby identify the at least one multimedia object represented by the at least one coded tone, and thereafter driving the controller to present the identified at least one multimedia object.

15 8. A terminal according to Claim 7, wherein the controller is capable of receiving audio during an exchange of audio communication between a primary communication system and the mobile terminal over the audio channel.

20 9. A terminal according to Claim 8, wherein the controller is capable of receiving audio including at least one coded tone representative of at least one multimedia object presented by the primary communication system during the exchange of audio communication between the primary communication system and the mobile terminal.

25 10. A terminal according to Claim 9, wherein the controller is capable of receiving the at least one coded tone from the primary communication system, the primary communication system having sent the at least one coded tone in response to presenting the at least one multimedia object.

30 11. A terminal according to Claim 7 further comprising:

memory capable of storing at least one multimedia object,
wherein the controller is capable of retrieving, from the memory, the identified at least one multimedia object before presenting the identified at least one multimedia object.

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12. A terminal according to Claim 11, wherein the controller is capable of receiving, and thereafter storing in the memory, at least one multimedia before receiving audio at the mobile terminal, the received at least one multimedia object including the identified at least one multimedia object.

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13. A method of synchronizing at least one distributively presented multimedia object, the method comprising:

receiving audio at a mobile terminal over an audio channel, wherein the audio comprises at least one coded tone, the at least one coded tone being representative of at least one multimedia object; and when the audio comprises at least one coded tone,

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decoding the at least one coded tone to thereby identify the at least one multimedia object represented by the at least one coded tone; and

driving the mobile terminal to present the identified at least one multimedia object.

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14. A method according to Claim 13, wherein receiving audio comprises receiving audio during an exchange of audio communication between a primary communication system and the mobile terminal over the audio channel.

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15. A method according to Claim 14 further comprising:

presenting at least one multimedia object at the primary communication system during the exchange of audio communication between the primary communication system and the mobile terminal,

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wherein receiving audio at the mobile terminal comprises receiving at least one coded tone representative of the at least one multimedia object presented at the primary communication system.

16. A method according to Claim 15, wherein receiving at least one coded tone representative of the at least one multimedia object presented at the primary communication system comprises receiving the at least one coded tone from the primary communication system, the primary communication system having sent the at least one coded tone in response to presenting the at least one multimedia object.

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17. A method according to Claim 13 further comprising:
retrieving, from memory of the mobile terminal, the identified at least one multimedia object before presenting the identified at least one multimedia object.

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18. A method according to Claim 17 further comprising:
receiving at least one multimedia object at the mobile terminal before receiving audio at the mobile terminal, the received at least one multimedia object including the identified at least one multimedia object.

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19. A computer program product for synchronizing at least one distributively presented multimedia object, the computer program product comprising at least one computer-readable storage medium having computer-readable program code portions stored therein, the computer-readable program code portions comprising:
a first executable portion for receiving audio at a mobile terminal over an audio channel, wherein the audio comprises at least one coded tone, the at least one coded tone being representative of at least one multimedia object;
a second executable portion for decoding the at least one coded tone to thereby identify the at least one multimedia object represented by the at least one coded tone when the audio comprises at least one coded tone; and
a third executable portion for driving the mobile terminal to present the identified at least one multimedia object when the audio comprises at least one coded tone.

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20. A computer program product according to Claim 19, wherein the first executable portion is adapted to receive audio during an exchange of audio communication between a primary communication system and the mobile terminal over the audio channel.

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21. A computer program product according to Claim 20 further comprising: a fourth executable portion for presenting at least one multimedia object at the primary communication system during the exchange of audio communication between the primary communication system and the mobile terminal,

10 wherein the first executable portion is adapted to receive at least one coded tone representative of the at least one multimedia object presented at the primary communication system.

22. A computer program product according to Claim 21, wherein the first executable portion is adapted to receive the at least one coded tone from the primary communication system, the primary communication system having sent the at least one coded tone in response to the fourth executable portion presenting the at least one multimedia object.

20 23. A computer program product according to Claim 19 further comprising: a fourth executable portion for retrieving, from memory of the mobile terminal, the identified at least one multimedia object before presenting the identified at least one multimedia object.

25 24. A computer program product according to Claim 23 further comprising: a fifth executable portion for receiving at least one multimedia object at the mobile terminal before the first executable portion receives audio at the mobile terminal, the received at least one multimedia object including the identified at least one multimedia object.

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